

September 30, 2022

**VIA ECF**

The Honorable P. Kevin Castel  
United States District Judge  
Daniel Patrick Moynihan, United States Courthouse  
500 Pearl St., Courtroom 11D  
New York, New York 10007

**Re: *In re Google Digital Advertising Antitrust Litig.*, 1:21-md-03010  
(S.D.N.Y.) (PKC); Discovery Steering Committee; This Document  
Relates to: ALL ACTIONS**

Dear Judge Castel:

We write regarding the Court's Pre-Trial Order No. 2 (Dkt. No. 309) (***PTO2***) and Pre-Trial Order No. 3 (Dkt. No. 311) (***PTO3***) to update the Court regarding the Case Management Plan and the Discovery Steering Committee. No conference is scheduled at this time.

On September 14, 2022, in ***PTO2***, the Court designated the Plaintiffs' Lead Attorneys (***PLA***) as "Lead Counsel for the State plaintiffs (Mr. Lanier), Interim Lead Co-Counsel of the putative advertiser class (Ms. Sharp and Ms. Wolfson) and Lead Counsel for the Publisher Class (Mr. Boies)" and instructed the PLA to meet and confer on a proposed Case Management Plan and Scheduling Order; and within 21 days (by October 5, 2022), to submit a joint proposal to Google and other individual plaintiffs for consideration and negotiation, ultimately submitting a proposal from the PLA to the Court within 45 days (by October 29, 2020). Today, the PLA submitted its proposal to Google and the Individual Action plaintiffs, and is prepared to begin negotiations for submission to the Court.

Pursuant to the Court's September 16, 2022, ***PTO3***, the PLA designates a Discovery Steering Committee consisting of: States (Zeke DeRose, Lanier Law Firm and Jason Zweig, Keller Postman); Publisher Class (Philip Korologos, Boies Schiller Flexner LLP), Advertiser Class (Jordan Elias, Girard Sharp LLP), and Individual Actions (Serina Vash, Herman Jones LLP). The PLA further notes that, consistent with ***PTO2*** and ***PTO3***, we and the Discovery Steering Committee will continue to draw upon the substantial resources, skills, and knowledge of other counsel involved in these matters including, *e.g.*, John Thorne and the other lawyers representing Individual Action plaintiff Daily Mail.

The Honorable P. Kevin Castel  
September 30, 2022  
Page 2

The PLA will begin assigning tasks accordingly. Thank you for your guidance.

Respectfully submitted,

*Plaintiffs' Lead Attorneys*

/s/ W. Mark Lanier  
W. Mark Lanier  
New York Bar No.: 4327284  
Mark.Lanier@LanierLawFirm.com  
**THE LANIER LAW FIRM, PLLC**  
Tower 56  
126 East 56th Street, 6th Floor  
New York, NY 10022  
Tel: (212) 421-2800

*Counsel for Texas, Idaho, Indiana,  
Louisiana, Mississippi, North Dakota,  
South Carolina, and South Dakota*

*On behalf of the State Plaintiffs*

/s/ Dena C. Sharp  
Dena C. Sharp (*pro hac vice*)  
dsharp@girardsharp.com  
**GIRARD SHARP LLP**  
601 California Street, Suite 1400  
San Francisco, CA 94108  
Tel: (415) 981-4800

/s/ David Boies  
David Boies  
dboies@bsflp.com  
**BOIES SCHILLER FLEXNER  
LLP**  
333 Main Street  
Armonk, NY 10504  
Tel: (914) 749-8200

*Lead Counsel for the Publisher  
Class*

/s/ Tina Wolfson  
Tina Wolfson (TW-1016)  
twolfson@ahdootwolfson.com  
**AHDOOT & WOLFSON, PC**  
2600 West Olive Ave., Suite 500  
Burbank, CA 91505  
Tel.: (310) 474-9111

*Interim Co-Lead Counsel for  
the Proposed Advertiser Class*

CC (via ECF): All Counsel of Record